ABSTRACT

A system and method are provided for visually building multi-channel and multi-modal applications. The system includes a process design module for designing application workflow, an integration design module for integrating data sources into the application; a presentation design module for designing application views; a media library; and a componentization module, for packaging designed workflow into reusable components. The system further includes an interactive development/design environment (IDE). The IDE provides a graphical user interface for allowing a developer to visually interact with and operate modules. The system allows a developer to design a single application that can operate across multiple network standards, devices, browsers and languages, and that operate in one or more modes, such as real-time, off-line and asynchronous modes.

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